

WHAT IS CLAIMED IS:

1. A method comprising:
 - arranging for a homeowner of a home that is not currently being marketed
 - 5 as being for sale to receive compensation in exchange for allowing the home information to be transmitted,
 - the compensation being based on compensation information associated with the home;
 - arranging for the home information to be transmitted to a viewer;
 - 10 determining a rating of the homeowner's willingness to sell the home; and
 - allowing the viewer to communicate with the homeowner if the rating is at least equal to a predetermined rating,
 - in which an identity of the homeowner is not provided to the viewer, and
 - in which an identity of the viewer is not provided to the homeowner.
- 15 2. The method of claim 1, further comprising:
 - receiving from the homeowner an agreement allowing the home information to be transmitted.
- 20 3. The method of claim 1, in which the compensation is periodic.
4. The method of claim 1, in which the home information lets a picture be remotely displayed to the viewer.
- 25 5. The method of claim 1, in which an address of the home is not provided to the viewer.
6. The method of claim 1, in which the compensation information comprises a number of viewers that receive the home information.

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7. The method of claim 1, in which the compensation information comprises a predicted level of interest in the home.

8. The method of claim 1, in which the compensation information comprises a
5 quality of features of the home.

9. The method of claim 1, in which the compensation information comprises at least one of: (i) an appraised value of the home; (ii) a potential selling price of the home; and (iii) a difference between the appraised value and the potential selling
10 price.

10. The method of claim 1, in which the compensation information comprises a level of anonymity of the homeowner.

11. The method of claim 1, in which the compensation information comprises a
15 level of anonymity of the locale of the home.

12. The method of claim 17, in which the level of anonymity comprises at least one of a region, a state, a county and a town.
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13. The method of claim 1, in which the home information comprises a picture of the home.

14. The method of claim 1, in which the viewer remains anonymous to the
25 homeowner.

15. A computer readable medium storing instructions configured to direct a processor to perform the method of claim 1.

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16. An apparatus comprising:
- a processor; and
 - the computer readable medium of claim 15 in communication with the processor.